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GAU 2611 #5  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Malcolm Slaney et al.

Assignee: Interval Research Corporation

Title: Auction for Targeted Content

Serial No.: 09/724,956

Filed: November 28, 2000

Examiner: Unknown

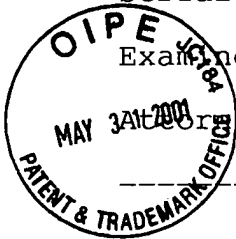
Group Art Unit: 2611

Attorney Docket No.: IR-028

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Milpitas, California  
May 29, 2001

Assistant Commissioner for Patents  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. § 1.56, § 1.97 and § 1.98, Applicants bring the documents (copies enclosed) listed on the enclosed Form PTO-1449 to the Examiner's attention in the above-identified application. Citation of these documents shall not be construed as an admission that the documents are necessarily prior art with respect to the instant invention. Also, citation of these documents shall not be construed as an admission that the information disclosed therein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

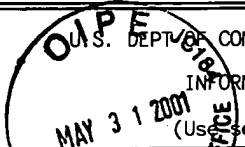
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:  
Assistant Commissioner for Patents,  
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5-29-01 David R. Graham  
Date Signature

Respectfully submitted,

David R. Graham

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Reg. No. 36,150  
Attorney for Applicants

 U.S. DEPT. OF COMMERCE - PATENT AND TRADEMARK OFFICE INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)	ATTORNEY DOCKET NO.: IR-028	SERIAL NO.: 09/724,956
	APPLICANT(S): Malcolm Slaney et al.	
	FILING DATE: November 28, 2000	GROUP ART UNIT: 2611

## U.S. PATENTS

EXAMINER'S INITIALS	PATENT NUMBER	ISSUE DATE	INVENTOR(S)	CLASS	SUB-CLASS	FILING DATE
	5,794,210	08/11/98	Goldhaber et al.	705	14	12/11/95
	4,546,382	10/08/85	McKenna et al.	358	84	12/08/83
	4,258,386	03/24/81	Cheung	358	84	10/30/78
	5,579,055	11/26/96	Hamilton et al.	348	476	06/07/93
	5,798,785	08/25/98	Hendricks et al.	348	1	12/02/93
	5,659,350	08/19/97	Hendricks et al.	348	6	12/02/93
	5,682,195	10/28/97	Hendricks et al.	348	6	12/02/93
	5,600,573	02/04/97	Hendricks et al.	364	514	12/02/94
	5,661,516	08/26/97	Carles	348	8	02/16/96

## FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	NAME(S)	JURISDICTION	TRANSLATION?	
					YES	NO
	W094/13107	06/09/94	Hendricks et al.	PCT	N/A	
	W095/15649	06/08/95	Hendricks	PCT	N/A	
	W095/15658	06/08/95	Hendricks et al.	PCT	N/A	

## OTHER DOCUMENTS

EXAMINER'S INITIALS	AUTHOR(S), TITLE, PUBLICATION, DATE, PERTINENT PAGES, ETC.

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EXAMINER:	DATE CONSIDERED:
Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP §609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.	